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U.S. Patent Application No.: 09/986,354  
Attorney Docket No.: 52493.000187

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of: :  
Mathew George Majikes *et al.* : Group Art Unit: 3623  
Appln. No.: 09/986,354 : Examiner Robert D. Rines  
Filed: November 8, 2001 : Confirmation No.: 5302  
For: System and Method for Personalizing and :  
Delivering Insurance-Related Content to :  
User :

Mail Stop: AMENDMENT  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT**

Sir:

In response to the Office Action dated March 16, 2011, please consider the following amendments and remarks regarding the above-identified patent application.

**Amendments to the Claims** begin on page 2 of this Amendment.

**Remarks/Arguments** begin on page 9 of this Amendment.